

GEORGETOWN STUDENTS FORMING CAVALRY UNIT

Rev. Dr. Donlon, Rector of College, Indorses Organization Plan.

Considerable impetus was given the movement of organizing a cavalry troop among the students at Georgetown University yesterday, when Sergt. John Thompson and Ernest H. Coolidge, detailed here on recruiting duty for Troop A, of the District Guard, received the support of Rev. Alphonsus J. Donlon, S. J., rector of the college. The unit will be known as Troop C.

Since the idea of recruiting the troop from among the students of the school was launched, interest among the guard has been heightened because of the fact that it is believed that many of the Hill-top athletic favorites will be induced to join the troop, thereby stimulating athletics among the militiamen.

The troop has received the indorsement of Brig. Gen. William E. Harvey and Maj. Joseph E. Casner, of the militia, who have pledged themselves to aid the movement.

Students at the university anticipate no trouble in raising the required number of men, but believe there will be difficulty in keeping the number down to the maximum figure of eighty-eight men.

WOMEN ORATORS HAVE TROUBLE IN PHOENIX

Phoenix, Ariz., Oct. 21.—The tires of the automobile used by the women who are touring the country in the interest of Mr. Hughes suffered a series of accidents here which aroused bitter suspicion in the hearts of the members of the local Republican committee.

To support their declaration that ground glass had been placed in the road leading to the station they recalled that Democratic women had not appeared in open opposition to the Hughes orators but had sent six sheepish messenger boys in uniform, who spent the day wandering about with placards which said:

"The Democratic party gave the Arizona women the vote."

"Propaganda of wealth like special trains cannot buy the Arizona voters."

"Go home and go to work."



If You Suffer From Piles

no matter how long or how bad—go to your drugist today and get a 50 cent box of Pyramid Pile Treatment. It will give quick relief, and a single box often cures. A trial package mailed free in plain wrapper if you send us coupon below.

FREE SAMPLE COUPON

Pyramid Drug Company, 530 Pyramid Bldg., Marshall, Mich. Kindly send me a Free sample of Pyramid Pile Treatment, in plain wrapper.

Name.....
Street.....
City..... State.....

Retail Merchants Succeed As Local Trade Boosters

By CHAS. J. COLUMBUS, Secretary Retail Merchants' Association.

"Buy in and Boost for Washington." With this slogan at mawhead and fenderfront, the Retail Merchants' Association has carried forward trade missionary work for the National Capital that has been a distinct benefit both within and without the city.

Proud of the splendid capacity of the city of Washington to meet the ordinary and extraordinary mercantile needs of the public, our business men have fared from time to time, to formally and officially welcome the folks outside of the Capital to their natural market-place.

During the last three years business men of Washington have participated in four water trips on the Potomac and two automobile trade tours, six conventions of Capital boosters that have carried the gospel of Washington's good business many hundreds of miles, and into new and untrodden territory. On these trips we found that cities far removed from Washington were enjoying trade advantages that this city was rightly entitled to but which it never enjoyed, merely because Washington business men did not go after it. Other cities did, however, as was evidenced by the box and crate marks that we found at many landings and stations.

No Commercial Washington.

We found that the people outside of Washington had not looked upon the city as a source of commercial enterprise; rather, in their minds, the National Capital, the seat of government, was the hotbed of politics, and the source of law. For business they knew it not.

Following each one of these trips, we have asked the very natural question of participants, "Were you satisfied? Have the returns justified the investment of time and money?" and invariably the response has been that it did.

Trade boosting is a unique form of advertising, and, like advertising, has its definite rules and principles. It is the experience of every advertiser that the once-in-a-while announcement does not pay, but on the contrary that an advertising campaign, no matter how large or how small, must be persistent, and follow a definite line of principle. Keeping this axiom in mind, the Retail Merchants' Association has made it a rule to twice a year, at least, go from the city's precincts to the country districts and with its band, its souvenir, and its advertising matter, place in the hands of a growing population outside of the District, the definite relationship that commercial Washington bears to those within a radius of a hundred miles of the city.

Only those who have made these trips, or a study of them, can fully appreciate the big trade prospects that abound in what, to the passerby, would seem to be a salty territory for trade.

Capital's Rights.

Other cities enjoy this trade, and so why not Washington? It is Washington's by every natural right, both from the standpoint of geographical position, quality, service and price.

Trade becomes a habit. The fact that one's forefathers bought of so and so is a strong inducement to a number. Such people seldom look around for other sources of supplies. This is only natural when the other source of supply do not knock at the door of opportunity in those places. In order to increase the mutual opportunity between the merchants of Washington and the residents of the territory within a hundred miles of the National Capital, the Retail Merchants' Association has carried forward these trips with the purpose of creating a better understanding of the trade opportunities that abound in Washington. The assurance is given that quality and honest dealing are of paramount consideration among the business men of the National Capital.

Such trips develop a spirit of fraternity among the people of Washington and the territory traversed that is possible in no

other way. It is a trade amenity, the courtesy of which is not forgotten. Trade fraternity begets confidence, and once confidence is established between buyer and seller, the way is opened to a new circumstance on earth that can destroy that trade channel.

Business Unsurpassed.

Washingtonians have naturally come to thoroughly appreciate that dollar for dollar and quality for quality there is no market anywhere that can surpass the retail businesses of the National Capital. Possessed of such great virtues, it is only natural that we should be proud of them and should tell the folks without the city that they can come here and enjoy these great advantages with a full sense of security.

One could dwell at length upon the many instances of direct returns from these trips as well as those that followed our successive visits. I recall distinctly the observation of one of our leading dealers that made the trip for pleasure and only boosted to one of the landings. He left his advertising matter with the passing comment to one of the citizens, "You are my agent in this territory." As a result of this pleasant trip the Washington dealer sold two pianos and a Graphophone. Shoe dealers, department stores, furniture houses, all have testified to the direct benefit that they have received from participation in these trips, advertising Washington as a buying center.

Fraternal Phases.

Another important phase of the trade boosting is the good will and spirit of fraternity that is exercised among the men who take part. Strange as it may seem, only too few merchants really know one another. He knows that the other exists, of course, but one really never knows the person until they live with them, and, knowing one another better, they have come to be better merchants, to exchange ideas and thoughts for the betterment of the mutual business. The highest type of efficiency is brought about by the interchange of ideas and the molding of these ideas to suit the needs and possibilities of the individuals endeavor. These trade-boosting trips have brought together business men, representing a variety of lines, for from one to two days, and with the fraternity there has developed a degree of confidence and a mutual esteem that has served to make the other fellow respect the wisdom and the uprightness of one whom they heretofore considered as a business antagonist.

Co-operative Spirit.

The trade-boosting trips are developing a spirit of co-operation and good will which cannot help but redound to the benefit of the National Capital. Throwing them together in a mutual purpose makes men realize that they have an interest in point of view that is so solid and so accessible over wonderful highways and steam and electric cars that the folks in Washington and those a hundred miles away are near neighbors. In point of view that is so solid and so accessible over wonderful highways and steam and electric cars that the folks in Washington and those a hundred miles away are near neighbors.

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For the spring we are planning a great boosting drive that will circle all the important centers surrounding the National Capital. It is an event that will require great preparation and that will be happily remembered by all who take part.

FARM LOAN DIRECTORS FACE RACE QUESTION

Southern Whites Want Negroes to Form Separate Credit Associations.

The race question is looming up sharply in connection with the extension of the new Federal Farm Loan system, it was learned at the Farm Loan Board's office yesterday. Under the new system, farmers of the country are to form national farm loan associations in order to take advantage of the terms of the rural credit act. Indications from the South are that the race line will be drawn, the whites insisting that the negroes form segregated associations if they desire to make loans under the government plan.

The Farm Loan Board has not yet had the problem laid before it officially, but recognizes that the division is inevitable. Whether refusal of the white organizations to permit negroes to become members will cause trouble is not yet clear. An effort is expected to be made to arrange for negro organizations under such leaders of the race as can be found at Tuskegee, Hampton and other centers of learning for the colored race. A large percentage of Southern farmers are negroes.

On the eve of its tour through the Southern States the Farm Loan Board yesterday was advised that the South is enthusiastic over the new system. Two hundred local farm loan organizations have been started in South Carolina and 100 in Florida, and the other Southern States are expected to bring up the total to 1,000 associations for the South.

STOTESBURY A CLERK JUST 50 YEARS AGO

Philadelphia, Oct. 21.—Fifty years ago today Edward T. Stotesbury began work as clerk in the banking house of Drexel & Co., at a salary of \$16 a month. Tonight the employees of the same institution gave a dinner at the Bellevue-Stratford to honor the former clerk, who now, as senior member of the firm, is one of Philadelphia's wealthiest citizens and one of the leading financiers of the entire country.

It was just a private dinner by the various employees to the head of the firm, but it served as an inspiration to the ambitious employees, who were told how a man with a purpose and with energy can rise from a position on a plane with their own to head one of the leading private banking houses of the world. When he was 16 Mr. Stotesbury finished in the Friends' Central School and immediately went to work as a clerk in the wholesale grocery firm of Rutter & Patterson. A few months later he went into the sugar refining of Harris & Stotesbury, in which his father had an interest. When he was 17, or just fifty years ago, he entered the banking house of Drexel & Co.

Save Today's Paper for the School Children's Playground Fund.

Handsomeness New Waists for Dressy Wear

\$3.95 Striped and Plaid Silks and Georgette Crepe Waists, \$2.95

Newest Waists of Tulle and Mousseline Silks, in richest of plaid and striped patterns and colorings—also Georgette Crepe, All-over Lace, and Tulle de Chine. A beautiful assortment.

\$1.50 and \$2.00 Waists, 98c

Most beautiful Waists of Organdy and Crisp Voiles, in dozens of front and back-trimmed styles; new, big collar effects, with or without ruffles. Finest of lace embroidery and medallion trimmings.

\$3 Cloth Skirts, \$1.98

Black, Blue, Navy Checked, and Striped Cloth Skirts; made in the new belted yoke and pocket styles. Some have gathered backs.

\$7.50 Silk Skirts, \$4.98

Very latest novelty Striped, Plain Blue and Black Silk Skirts; made in the popular shirred, gathered pocket or pleated styles. Misses' and women's sizes.

Beautiful Bonnets for Baby—Girls' Hats

39c Bonnets, 23c

Satin and Silk Bonnets, in richest of French styles; warmly lined and prettily trimmed with flowers and ribbons or silk embroidery.

\$1.50 Corduroy, Bearskin and Silk Bonnets, 98c

Blue, brown, white, and black; handsomely flower and ribbon-trimmed Bonnets for small girls.

75c Silk Bonnets, 49c

Richly Embroidered Mousseline, Satin, Bengaline, and Wash Silk Bonnets; warmly lined and handsomely trimmed.

\$2 Plush Hats and Bonnets, \$1.49

For girls and babies, exquisite Silk Plush Bonnets and Hats, in new handsome shapes; richly trimmed with cloths, flowers and satin.

75c Women's Outing Gowns, 55c

Warm, close-up Planellette Gowns in neat fast-color pink and blue striped patterns; high or low necks; prettily trimmed.

"Where Your Dollars Count Most" BEHREND'S

720-722-724 7th Street N. W.

SWEATERS FOR MEN, WOMEN AND CHILDREN

89c Boys' and Girls Sweaters, 50c

Red and Blue Coat Sweaters for small boys and girls. Made with French front, cuffs and collars. 22 to 28 sizes.

\$3.50 Women's Sweaters, \$2.40

Strictly all-wool fancy weave Coat Sweaters, in gray, red and blue. Some have belted backs. New high and low collars and hip pockets.

\$1.50 Infants' Sweaters, 98c

All-wool plain white and white with pink or blue edgings; also red, made with pockets and collars. Three babies' sizes.

\$1.00 Men's Sweaters, 69c

Close woven fancy weave Sweaters, in gray only. Coat style, with hip pockets and collars that can be worn high or low.

Splendid Savings in Women's Outer Garments

\$20 Fur Trimmed Suits \$14.90

Beautiful Ripped-fared Suits, of all-wool storm serge, in black, brown, blue, and green; entire bottom of coat, shawl collar, and cuffs trimmed with 3-inch brown nutria fur; newly lined throughout and finished with semi-belt at waist line.

\$10.00 White Chinchilla and Mixture Sport Coats, \$5.90

All-wool White Chinchilla Coats, suitable for evening and street wear; new big sailor collar style, with black trimmings; turn-back cuffs, tipple flared backs and belted fronts complete a stylish garment; all-wool plaid sport Coats, worth to \$10.00, are in the lot.

\$17.50 Fur-Trimmed Plaid Coats, \$13.77

Brown fur-trimmed collars and cuffs; Black Plaid Coats, made in the stylish flared style; 3/4-length model; newly lined and extremely dressy in every detail; very special.

\$12.50 Pleated Serge Dresses, \$8.95

Stylish Straight-line Box-pleated Dresses of All-wool Storm Serge; made with belted high waist lines and big sailor collar and cuffs of contrasting color material.

Winter Underwear for Everybody

19c Infants' Shirts, 15c

75c Men's Ribbed Shirts and Drawers; high neck, long sleeves, double-breasted front; head drawers. 44c

25c Children's Ribbed Shirts and Pants; winter-weight underwear for boys and girls, in 14 to 24 sizes only. 16c

\$1.25 Men's and Women's Flat Wool Underwear, in white and gray colors; extra warm quality. 95c

\$1.00 Men's Union Suits, 77c

Pine Derby Ribbed Suits—good classic quality, having warmth without being heavy and number-washable. 77c

39c Women's Ribbed Shirts and Drawers; good quality, fine ribbed; high neck, long-sleeve garments, slightly flared; double-breasted front. 25c

75c Boys' Fleece Union Suits, 47c

Woolen Vests, Flannel-lined Suits for boys, suit to fit almost. 47c

75c Boys' and Girls' Ribbed Underwear; extra fine quality; gray or white; double-breasted drawers; long-sleeve. 59c

Babies' and Children's Coats

\$3 Children's Coats \$1.87

Black, Brown, Blue, and White; Corduroy, and a few Boussie Cloth Coats; double-breasted style, with high collars and all-around belts.

\$8.50 Girls' Coats, \$5.79

Splendid Winter Coats for girls; in Nottingham, Lace, plain cotton and material; mixture in full-length flared and belted styles.

\$3 Babies' Coats, \$1.95

Wool Coats; three pretty styles; including silk embroidered, belted, or pleated models; warmly lined.

\$5.00 Coats, \$3.95

Extra heavy-weight Boussie Cloth Coats in green, brown, black and blue; featuring pretty double-breasted styles, with velvet collars, cuffs, and belts; 2 to 4 sizes.

\$1.50 Lace Curtains, 98c

Pretty floral or semi-designs; in Nottingham, Lace Curtains; full 3-yard length and in medium and extra wide widths; plain or covered edges; hundreds of pretty designs.

BOGUS CHECK PASSED.

Old, Old Trick Worked on William G. Worth, Confectioner.

William G. Worth, running a confectionery and ice cream establishment at 1116 H street northeast, last night reported to the police he had been swindled by a white man, 18 years old, giving the name of Charles McKee, 1516 Florida avenue northeast. McKee, he said, ordered \$2 worth of ice cream sent to that address and presented a check for \$5, payable to cash and signed by Mrs. James L.

McKee in payment for the cream. Worth gave McKee \$3 change for the check. The cream was returned by Worth's driver because he could find no 1516 Florida avenue northeast. On investigation it was found the check was worthless.

EDWIN C. GRAHAM HONORED.

Chosen Director of Federal National Bank.

At the last meeting of the board of directors of the Federal National Bank, Edwin C. Graham, president of

the National Electrical Supply Company, was unanimously elected as a member of the board.

Mr. Graham is well known on account of his very active interest in civil affairs, having been prominently identified with the work of the Washington Board of Trade, Chamber of Commerce and Retail Merchants Association. He is a former president of the Commercial Club and vice president of the Rotary Club.

A New York scientist has built a camera that can be tilted to any angle to get desired photographs of objects too heavy or fragile to be moved.

LAW STUDENTS TAKE STUMP.

Georgetown University Hughes Addressers Speak in Maryland.

Four members of the Hughes Republican Club of Georgetown Law School made their initial appearance as campaign orators last night at a rally in Fremont Hall, Brentwood, Md.

The college speakers were John M. Devlin, Robert M. McCauley, John J. O'Day Jr., and Charles E. A. Smith. Representative Sidney Mudd, candidate for re-election to Congress, was the other speaker.



Don't Fail To Be At Milton R. Ney's

Women's Specialty Store, 801 Pa. Ave.

On Monday, Oct. 23, if you want to save money on a

Fall Suit, Coat or Dress

Featuring Remarkable Choice of

Fall Suits

At \$10, \$15, \$19.75, \$24.75, \$29.75

Fall Cloth Coats—\$5, \$10, \$15, \$19.75

Serge Dresses—\$7.98, \$10, \$12.50, \$15

High-Grade Plush Coats—\$15, \$16.50, \$19.75, \$24.75, \$29.75

Silk Dresses—\$10, \$12.50, \$15, \$19.75

BEAUTIFULLY TRIMMED HATS—Just Arrived From New York—\$3.50, \$5.00, \$7.50, \$10

10 Dozen WOMEN'S FINE VELVET UNTRIMMED HATS, in a variety of shapes. Monday—Choice—at..... \$1.00

25 Dozen Extra Fine Heavy Quality TAFFETA SILK UNDERSKIRTS—Monday at..... \$1.98 In all colors. We sell them every day for \$2.98.

25 Dozen WOMEN'S HEAVY QUALITY CHINA SILK WAISTS. Formerly sold at \$1.98. Monday—choice—at..... ONE DOLLAR

10 Dozen of odds and ends in Waists. Formerly sold up to \$1.00. Monday—choice—at..... 29c

25 Dozen Very Fine Corset Covers—choice of lace or embroidery trimmed; all sizes. Monday at..... 10c

Milton R. Ney 801 Penna. Ave. N. W. "One Price to All"

The sunny South's gift to cigarette smokers

All the warmth and charm of the south's mellow sunshine are wrapped up in every Piedmont cigarette you put a light to.

Because Piedmonts are the highest-grade Virginia-Carolina tobacco. Lively and golden, Virginia-Carolina is "the tobacco man's tobacco."

If you like life and character in a cigarette, you'll be delighted with what Piedmonts have to offer you.

VIRGINIA-CAROLINA TOBACCO PAYS NO DUTY—ALL THE VALUE IS IN THE CIGARETTE.

"A package of Piedmonts, please"

Leggett's Hygiene Tobacco Co.

Piedmont
The Cigarette of Quality

10 for 5¢
Also Packed 20 for 10¢

NOTE:—A package of ten cigarettes made of all Turkish tobacco costs the smoker 10 or 15¢. A package of ten Piedmonts made of highest-grade Virginia-Carolina tobacco costs the smoker only 5¢. Why the difference? Because Piedmonts pay no duty, no ocean freight, no marine insurance, no expensive importing charges.

Daily Madison's old home at Montpelier in the Virginia tobacco country